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**For Immediate Release**

**Professional Audio Manufacturers Alliance (PAMA) Hosts “The Challenges and Wonders of Preserving Legacy Recordings” with Presenter Kelly Pribble on Thursday, Aug. 18**

— Iron Mountain Entertainment Services’ Kelly Pribble, Director of Media Recovery Technology, will address the challenges encountered in preserving master recordings, the monetization of archived recordings and how technology can help —

— Register for the free event here: <https://www.pamalliance.org/events> —

Lemoyne, PA, August 17, 2022 – As part of its ongoing mission to promote awareness and appreciation of high-quality professional audio through market leadership, communication and education, the Professional Audio Manufacturers Alliance (PAMA) will hold its newest online presentation this Thursday, August 18, at 12 p.m. EDT/ 9 a.m. PDT, titled “The Challenges and Wonders of Preserving Legacy Recordings” with presenter Kelly Pribble, Director of Media Recovery Technology at Iron Mountain Entertainment Services.

Original master recordings from well-known artists and labels like Bob Dylan, RUSH, Mariah Carey and SUN Records face a myriad of natural degradation and storage-related issues that are threatening irreplaceable analog recording archives. Legacy digital tape recordings, many on short-lived and now all-but-obsolete formats, have their own concerns. Pribble will discuss the challenges encountered in preserving master recordings to avoid the possible permanent loss of these legendary resources. He’ll also address the monetization of archived recordings and how technology can help.

Kelly Pribble, Director of Media Recovery Technology at Iron Mountain Entertainment Services (IMES), is a veteran studio engineer, studio builder, archivist and inventor. In March 2022, he was issued a patent for Media Recovery Technology. Before joining Iron Mountain, Pribble reopened the legendary Nashville “Quadrafonic Sound Studio” in 1988. The next year he purchased the building next door and built an additional three studios, providing Nashville with its largest recording complex at that time. After more than a decade of running Quad Studios, Pribble left Nashville for London, where he worked closely with record producer Martin Terefe. Together they built “Kensaltown Studios” in West London, an eight-studio complex that still thrives today as one of West London’s premier studio locations. With a career spanning over three decades, Pribble has worked extensively in Nashville, London, New York City and Rio de Janeiro.

Register Here: <https://www.pamalliance.org/events>

Photo file 1: KellyPribble\_Headshot\_01.JPEG

Photo caption 1: Kelly Pribble, Director of Media Recovery Technology at Iron Mountain Entertainment Services

**About PAMA:**

Founded in 2003, the Professional Audio Manufacturers Alliance (PAMA) is the collective voice and forum for the leading manufacturers of professional audio products and the people who use them. PAMA member companies conduct business worldwide in support of high-quality audio across a wide range of industries – pursuing the state of the art in technology and practice to enable audio professionals to elevate their craft and delight listeners and audiences every day. PAMA’s mission is to promote awareness and appreciation of high-quality professional audio through market leadership, communication and education. Our core customers are pro-audio professionals around the world with an interest in promoting high-quality audio. Learn more at [www.pamalliance.org](http://www.pamalliance.org).